

CENTRAL EUROPEAN EDUCATION AND LIFELONG LEARNING EXHIBITION GAUDEAMUS BRNO 2024

Report on the progress of the fair from November 29, 2024

(Issued by the fair organizer, MP-Soft, a.s.)

30th year of the Central European Higher Education and Lifelong Learning Fair Gaudeamus Brno 2024 took place at the Brno Exhibition Centre in Pavilion V from November 19th until November 22nd, 2024.

433 exhibiting entities were represented at the fair. In addition to domestic schools, international universities, and colleges from **15 countries** were also represented. International universities and colleges have arrived from Slovakia, Great Britain, Denmark, Netherlands, Lithuania, France, Ireland, United Arab Emirates, Belgium, Germany, Spain, Switzerland, Italy, Austria and Malta.

Attendance of the 30th year of the fair:

Day	Number of visitors	Number of teachers
19th November	6 558	118
20th November	10 022	178
21st November	8 897	88
22nd November	4 733	59
Total	30 210	443

During its four days, the fair was visited by 30,210 visitors, including 443 secondary school teachers and guidance counsellors. This represents an increase of 1,867 visitors compared to last year.

A total of **26,727 students** registered at www.gaudeamus.cz. 22,476 of them filled out the registration questionnaire. **626 educators also registered** to visit the fair. All registered educators received a free ticket to the fair.

A Study Types Test was available to visitors. The result of the test is placement of the student in one of five study types (economic, technical, humanitarian, natural science, artistic). Each type is assigned an icon and an identifying colour. The icons of the corresponding study types were marked directly at the exhibitor's booths. Designation of study types with icons was also implemented on the Gaudeamus.cz, Gaudeamus-sk.sk portals and Gaudeamus Guide and Gaudeamus Advisor mobile applications. According to this designation, students could more easily find a study program corresponding to their type. Invitation to the Study Types Test was sent to all registered students. Before visiting the fair, 8,448 (37,6 % of those registered) took the Study Type Test. Another 2,273 students took the test in the Testing Centre at the fair. The table provides an overview of the test results.

Study type	Share of results
Humanities	28,1 %
Science	22,3 %
Art	19,4 %
Economics	19,0 %
Technology	11,2 %

Basic characteristics of visitors:

Gender	
Female	63,0 %
Male	37,0 %
Age	
18 - 21	71,4 %
15 - 17	27,6 %
22 - 25	0,8 %
25+	0,2 %
Type of school currently studied	
Vocational school	48,8 %
Grammar school	48,5 %
University	1,6 %
Higher school	0,5 %
Other	0,5 %
Year of study	
4 th year	58,1 %
3 rd year	34,0 %
2 nd year	4,9 %
Other	3,0 %

Regional distribution of attendance:

Region	Share of visitors
Jihomoravský	28,5 %
Moravskoslezský	15,6 %
Olomoucký	13,9 %
Zlínský	12,6 %
Vysočina	9,6 %
Pardubický	9,2 %
Královéhradecký	3,6 %
Jihočeský	1,6 %
Středočeský	1,4 %
Prague	0,4 %
Liberecký	0,4 %
Ústecký	0,1 %
Plzeňský	0,1 %
Karlovarský	0,1 %
Slovakia	2,9 %

During the first two days of the fair, the fifteenth year of the Best Booth Competition took place. 21 booths were entered into the competition. The evaluation of the registered booths was carried out by an independent commission consisting of students of the Business Academy and the Higher Vocational School in Brno and students nominated by competing exhibitors. The evaluation committee worked under the leadership of a teacher from OA and VOŠ Brno. The registered booths were evaluated on the first two days of the fair, according to eight criteria.

The results of the competition were announced at a social evening, which took place on November 20th, in the hall of the Centre of the Brno University of Technology. The first place was won by University of Defence, the second place belongs to the University of Chemistry and Technology in Prague, and the third place was taken by the Masaryk University.

Results of the Best booth competition:

Rank	Name of exhibitor
1.	Univerzita obrany
2.	Vysoká škola chemicko-technologická v Praze
3.	Masarykova univerzita
4.	Univerzita Tomáše Bati ve Zlíně
5.	Mendelova univerzita v Brně
6.	České vysoké učení technické v Praze
7.	Ostravská univerzita
8.	Vysoké učení technické v Brně
9.	Univerzita Palackého v Olomouci
10.	NEWTON University
11.	Univerzita Karlova
12.	University of New York in Prague
13.	ŠKODA AUTO Vysoká škola, o.p.s.
14.	Žilinská univerzita v Žiline
15.	Trenčianska univerzita Alexandra Dubčeka v Trenčíne
16.	CARITAS - Vyšší odborná škola sociální Olomouc
17.	Vyšší odborná škola publicistiky
18.	Univerzita Komenského v Bratislave
19.	Metropolitní univerzita Praha
20.	Ministerstvo školstva, výskumu, vývoja a mládeže SR
21.	Slovenská technická univerzita v Bratislave